

EEO Public File Report Form

WNEU

The purpose of this EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's Equal Employment Rules. This Annual EEO Report summarizes the relevant hiring and EEO outreach conducted by **WNEU**. **WNEU** is operated by ZGS COMMUNICATIONS and owned by NBC TELEMUNDO LICENSE LLC.

Call Sign
WNEU

Community of License
Merrimack, New Hampshire

The information contained in this Annual EEO Report covers the time period from **December 1st 2011 to and including November 30th 2012** (the "Applicable Period"). Consistent with the FCC's Rules, this Annual EEO Report Contains the following information:

1. A list of all full-time vacancies filled by the Station(s) during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy, including any such sources that have asked to receive information from the station about any new job openings, which are separately identified;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the community outreach activities, not directly related to the opening of job positions, undertaken by the station during the Applicable Period.

The following sections provide the required information, and summarize the station EEO efforts during the Applicable Period.

This Annual Report was placed in the station's public inspection file on November 30, 2012 and posted on the station's website, in accordance with the FCC's EEO Rules.

SECTION 1: Full-Time Job Openings Filled During This Period

Time Period Covered: **December 1st, 2011 to November 30th, 2012**

Stations in Employment Unit: **WNEU**

Full-time Positions Filled By Job Title and Date Filled		Recruitment Source that Referred the Person Hired	Number of Persons Interviewed
1.	Marketing Assistant Coordinator 6/4/12	Boston University's Internship Program	3
2.	Account Executive 4/16/12	El Mundo Newspaper's Latino Career Expo	3
3.	Account Executive 10/9/12	Industry Referral	2
4.			
5.			

Total Number of Persons Interviewed for All Job Positions: **8**

SECTION 2: Recruitment Sources

Time Period Covered: **December 1st, 2011 to November 30th, 2012**

Stations in Employment Unit: **WNEU**

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period	Full-time Positions for Which This Source Was Utilized
1.	NSHMBA: National Society of Hispanic MBAs Karina Arnaez, Boston Chapter President 10 Seaver Farm Lane South Grafton, MA 021560 617-299-6229	1	Marketing Assistant Coordinator
2.	El Mundo's Latino Career Expo Wendy Arias, Production Coordinator 408 South Huntington Ave. Jamaica Plain MA, 02130 617-522-5060 x 247	2	Account Executive
3.	The Ad Club Mixers Brian Shaer, Events 9 Hamilton Place Boston MA, 02108 617-262-1100	1	Account Executive
4.	Hispanic American Chamber of Commerce Nader Acevedo, Executive Director 406 S. Huntington Avenue Boston MA, 02130 617-261-4222	1	Account Executive
5.	Boston University Center for Career Development Internship Program Prof. Frank Shor 100 Bay State Road, Sixth Floor Boston, MA 02215 617-353-3590	2	Marketing Assistant Coordinator
6.	Emerson College Career Services Internship Program	0	Marketing Assistant Coordinator

	Janet Kolodzy 216 Tremont Street Boston MA, 02116 617-824-8586		
	Industry Referral Julissa Marengo President, ZGS Station Group ZGS Communications 2000 N. 14 th St., Suite 400 Arlington, VA 22201 703-528-5656 x.111	1	Account Executive
7.	twitter@zgsgroup.com twitter.com Tweet on June 6 - Retweeted 5 times	0	Marketing Assistant Coordinator
8.	Internal Company Posting ZGS Communications 2000 N. 14 th St. Suite 400 Arlington, VA 22201 703.528.5656 Linda Fuentes, Human Resources www.zgsgroup.com	0	Marketing Assistant Coordinator Account Executive

* Indicates sources that have requested notification of job openings.

SECTION 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

Time Period Covered **December 1st, 2011 to November 30th, 2012**

Station in Employment Unit: **WNEU**

- 1) **Boston University and Emerson College's Internship Program:** WNEU has had at least one internship available every semester, including fall, spring and summer, for broadcast journalism students at BU's College of Communications as well as in Emerson College's School of Communications. Candidates must receive college credit for the internship. WNEU, the leading Spanish-language TV station in Boston, offers interns a meaningful work experience as well as opportunities to work independently and across all different departments at the station, including production, traffic, marketing, general office managements, events, and sales. WNEU requires proficiency in Spanish and English. During the period of time covered by the report WNEU hosted 2 interns.
- 2) **NSHMBA's Career Fair 2012:** The Boston chapter of the National Society for Hispanic MBAs holds this annual event to give the opportunity to Latino students and professionals to connect with Fortune 500 companies and to network with corporate recruiters. WNEU participated as a main event sponsor and has had a booth at the Career Fair for the past three years, interacting with job seekers, receiving resumes and answering questions about careers in the Hispanic TV industry, the local Latino market and the station. This year's career fair was attended by more than 1,000 individuals. Through a PSA that aired during the week prior to the event, WNEU also helped to promote NSHMBA's Career Fair.
- 3) **Hispanic-American Chamber of Commerce of Greater Boston's Jumpstart Your Business forum:** During this year's National Hispanic Heritage Month, HACC hosted its 8th annual Jumpstart Your Business Forum. The forum provides small business owners with tools and tips to grow their business. WNEU has attended the forum annually as it provides an excellent opportunity to network and meet Hispanic professionals and potential job seekers/candidates. Of particular interest this year was a conference on digital media and how to recruit on social media, with panelists from WHDH (the local NBC affiliate), the Boston Globe, El Mundo newspaper, and other local media outlets.
- 4) **The Ad Club's Media Innovation Day:** On Friday, Sept. 21, the Ad Club of Boston held its annual Media Innovation Day, a day-long seminar exploring the changes in how we consume media today, their effects and how it translates for marketers, while uncovering some of the ways advertisers, brands, and media publishers can and are finding success in driving innovation in media. Some of the day's talks focused on topics such as the disruptive power of social media, talent/human capital retention, mobile engagement trends in advertising and marketing, etc.
- 5) **El Mundo's Latino Career Expo 2012:** The Latino Career Expo is one of the most successful career advancement events in the Boston area. It gathers prominent organizations and agencies committed to increasing workforce diversity. During this all-day, high-visibility event, recruiters tap into a large pool of aspiring, qualified, Latino bilingual candidates. Job seekers meet dozens of representatives right on the spot. WNEU sponsored the event and the team was available to discuss internships and job opportunities at the station, and to build professional networks. After each Latino Career Expo, El Mundo Newspaper hosts the Professional Mixer, a networking event that features a diverse list of guests from different communities of color from across Massachusetts.
- 6) **Boston University's Alianza Latina Hispanic Heritage Month Finale:** Alianza Latina is the only all inclusive Latino student group on Boston University's campus which includes about 30,000 graduate and undergraduate students. This year, for the first time ever, Alianza Latina hosted a series of events honoring the Latino culture and celebrating Hispanic Heritage Month (Sept-Oct). WNEU's marketing and communications coordinator Marcela Garcia was invited to speak at the series' closing event, attended by about 30 members of Alianza Latina. Some of the topics she discussed in her keynote were the Hispanic TV market in Boston and beyond -- its growth and future, its challenges and opportunities -- as well as her own personal story as a Latina professional in the US media landscape.